**3.02** **Basic HTML Codes**

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| **Basic Tags** |
| **<html> </html>** Creates an HTML document |
| **<head> </head>** Sets off the title and other information that isn't displayed on the webpage itself |
| **<body> </body>** Sets off the visible portion of the document |
| **Header Tags** |
| **<title></title>** Puts the name of the document in the title bar  **<meta />** Provides information about the page for search engines and browser’s.   * The <meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" /> is required. * <meta name=”author” content=”author’s name” /> - provides a search engine with the author’s name. * <meta name=”description” content=”Description” /> - provides a description of the webpage that will be displayed when a search engine shows the page’s URL in a hit list. * <meta name=”keywords” content=”list of keywords” /> - provides a list of words that a search engine should associate with the page. |
| **Text Tags** |
| **<h1> </h1>** Creates the largest headline |
| **<h6> </h6>** Creates the smallest headline |
| **<b> </b>** Creates bold text |
| **<i> </i>** Creates italic text |
| **Links** |
| **<a href="URL"></a>** Creates a hyperlink |
| **<a href="mailto:EMAIL"></a>** Creates a mailto link |
| **Formatting** |
| **<p> </p>** Creates a new paragraph |
| **<br />** Inserts a line break |
| **<blockquote> </blockquote>**  Indents text from both sides |
| **<ol> </ol>** Creates a numbered list |
| **<li> </li>** Precedes each list item, and adds a number |
| **<ul> </ul>** Creates a bulleted list |
| **Graphical Elements** |
| **<img src="filename" alt="alternate text" height="number" width="number" />** Adds an image |
| **<hr />** Inserts a horizontal rule |
| **<object> </object>** Inserts an embedded object such as an audio or video clip. |
| **<object width="320" height="260> </object>** Sets size of object. |

A list of W3C HTML tags can be found online at <http://www.w3schools.com/tags/default.asp>

**3.02 HTML Structure and Content Tags**

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| **Basic Page Structure Tags** | | **Code** | |
| Identify document type (DTD) for HTML 4.01 | | <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd"> | |
| Beginning of HTML webpage | | **<html>**Everything except the DTD must be between these two tags**</html>** | |
| Designate the head section of webpage | | <head></head> | |
| Title appears in browser bar—should only appear within the head tags. | | <title> Graphic Design, Inc. </title> | |
| Mandatory meta tag—identifies character set; should only appear within the head tags | | <meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" /> | |
| Optional meta tag—provides keyword association for search engines; should only appear within the head tags | | <meta name="description" content ="Custom computer graphics" /> | |
| Identify main portion of page (body) viewed in browser window | | **<body>**The visible webpage itself goes in between these two tags**</body>** | |
| **Formatting:  Page Content Tags** | **Code** | | **Display** | |
| **Text Style** |  | |  | |
| Create bold text | <b> Hello! </b> | | **Hello!** | |
| Create italicized text | <i> Hello! </i> | | *Hello!* | |
| \*Combine enhancements | <b><i> Hello! </b></i> | | ***Hello!*** | |
| **Line and Paragraph Spacing** |  | |  | |
| Begin a new line (single-spaced) | Hello!<br />My name is Sam. | | Hello!  My name us Sam. | |
| New paragraph (double-spaced) | Hello! <p>My name is Sam. </p> | | Hello!  My name is Sam. | |
| **Images** |  | |  | |
| Insert image | <img src="flower.gif" /> | | Places image on webpage | |